

THE
Publishers' Weekly
A JOURNAL
SPECIALLY DEVOTED TO THE INTERESTS OF THE

BOOK AND STATIONERY TRADE.

[With which is incorporated the American Literary Gazette and Publishers' Circular, established 1852.]

OFFICIAL ORGAN OF THE PUBLISHERS' BOARD OF TRADE AND THE AM. BOOK TRADE ASSOCIATION

F. LEYPOLDT, EDITOR AND PUBLISHER, 37 PARK ROW, NEW-YORK.

VOL. VIII. No. 5. NEW-YORK, Saturday, July 31, 1875. WHOLE NO. 185.

THE AUCTION SALE OF STAPLE AND FANCY
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CONTRIBUTED BY

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The Sale will Commence at 9 o'clock, Tuesday Morning, August 3.

Goods will be packed and shipped by Messrs. B. & P. LAWRENCE, thus guaranteeing careful and safe packing. Packing and shipping to be charged for at cost.

Catalogues may be had on application, by mail or otherwise, to the Auctioneers.

Samples will be on exhibition, Thursday, July 29.

GEO. A. LEAVITT & CO.,
Clinton Hall, Astor Place, New-York.

The Publishers' Weekly.

JULY 31, 1875.

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Advertisements should reach the office of the Publishers' Weekly not later than Wednesday morning, but are desired as much earlier as possible. Address P. O. Box, 4295.

Subscriptions and Advertisements from England received by B. F. Stevens, 17 Henrietta street, Covent Garden, London. Subscriptions from the European Continent filled by E. Steiger, 22 and 24 Frankfort street, New York, and all German booksellers.

NOTICE.

We have to plead guilty to some confusion, very much confounded in this office, among our July numbers. We stated at the beginning that we should be obliged to skip one or two issues in this month. That we have not done, the place of the number for July 3d being filled by the Book Fair Supplement, and that for July 24th by the report of the Convention. The other numbers, for July 10th, 17th, and 31st, are as usual. The Convention number is but just ready, and may follow this regular issue in the mailing. The phonographic report did not reach us in full until the very date at which it should have been printed. By reason of the derangement in the trade caused by the Convention and the Fair, on the one side, and the extra work and printing in this office on the other, the Educational number is delayed to August, after which the issues will proceed as usual.

NOTES IN SEASON.

MR. WHITTAKER will consign to this office 250 copies of the new edition of his English Reference Catalogue for 1875, which we shall supply at \$2.50 per copy. This work corresponds to our Uniform Trade List Annual, and, being much more complete this year than last, is indispensable to libraries and to all booksellers who deal in English books or procure books on order. More than 150 of these are already taken; subscriptions for the remainder will be filled in the order in which they are received. We can not undertake to supply further copies, although we shall procure them if possible.

A BOOK of travels on a country which has been more traveled over than written about, is now ready in England, and will be published on this side by the Putnams. It is by John Latouche, and is entitled "Travels in Portugal."

THE Sheldons have put in book form and will soon have ready a volume of papers by Rev. C. H. Spurgeon, consisting of "Lectures to my Students." From the wide fame of the writer, it can be promised a very favorable reception.

HENRY HOLT & CO. exhibited at the Fair dummys of a new and uniform edition of Taine, the first ever published. It is in style like the Notes on Paris and England, and besides these two volumes is comprised of one with Pyrenees, two Italy, two "On Intelligence," three English Literature, and two art—twelve in all. The latter includes the essay on Art in Italy, not before published. This set will be one of the attractions of the Fall trade.

A NEW edition, up to date, of "Men of the Time," which no newspaper reader ought to be without, is just ready at the Routledges. It is acknowledged the dictionary of contemporary biography in English.

THE Appletons have nearly ready Darwin's new work on "Insectivorous Plants," which will make a 12mo of 450 pages, with many illustrations. Mr. Darwin made some curious experiments on these plants, of which he gives full details.

HARPER & BROS. have nearly ready the Index for the first fifty volumes of the magazine which fills out that for vols. i.—xl., published five years ago. By the aid of this Index, the magazine becomes an encyclopaedia of general information, especially rich in travel. A new edition of the popular book on "Fishing in American Waters," by Genio C. Scott, is in preparation, with additional matter on Southern and other fishes, and many new illustrations. They will also publish two new novels by favorite American writers—"Saint Simon's Niece," by Frank Lee Benedict, and "The Calderwood Secret," by Miss Virginia W. Johnston.

"CARING for no Man," by Linn Boyd Porter, is the next in Wm. F. Gill & Co.'s series of select novels. Mr. Porter is editor of the Cambridge (Mass.) *Chronicle*, in which he has been publishing his story as a serial. It ought to be pretty good, after challenging Cambridge criticism.

S. C. GRIGGS & CO. have nearly ready for the press, "The Select Orations of Lysias," with notes by Prof. W. A. Stevens. This work has been long in preparation by a most critical scholar, thoroughly in love with his subject, and it is believed that this edition will possess merits which will give a new charm to the reading of this famous old orator. It would have appeared several months ago, but for the loss by fire of a portion of the work. Prof. Anderson's "Norse Mythology; or, the Religion of our Forefathers," is now passing through the press, and will be issued in August by this house.

EATON S. DRONE, favorably known as the author of several articles on copyright in the *American Law Review*, and one of the staff of the *American Cyclopædia*, is to prepare the article on American copyright for the new edition of the *Encyclopædia Britannica*.

ALPHABETICAL LIST OF BOOKS JUST PUBLISHED.

The Prices in this List are for cloth lettered, unless otherwise indicated. Imported books are marked with an asterisk : Authors' and Subscription Books, or Books published at net prices, with two asterisks.

Bartlett.—Familiar Quotations. Being an Attempt to trace to their Sources Passages and Phrases in Common Use. By John Bartlett. *Seventh ed.* 12°, pp. xvi, 861. \$3..... Little, B. & Co.

****Bureau of Education.**—Circulars of Information of the Bureau of Education, No. 4, 1875.—Waste of Labor in the Work of Education. By P. A. Chadbourne, LL.D., President of Williams College, Mass. 8°, pp. 16. Pap. [Gov. Printing Office.]

Chadbourne. See Bureau.

De Forest.—Playing the Mischief. By J. W. De Forest, author of "European Acquaintance," etc. 8°, pp. 185. Pap., 75 c..... Harper.

Dewey.—The Tree Agent's Private Guide: A Manual for the Use of Agents and Dealers, containing Suggestions and Directions for successful Work in canvassing for the Sale of Nursery Stock. Also, a brief Pronouncing Dictionary of leading Horticultural Terms, Names of Plants, Flowers, etc. 1875. By D. M. Dewey. 18°, pp. 96. Pap., 25 c.; per doz., \$2.25; leather, \$8 per doz. Dewey.

Grimes.—The Mysteries of the Head and the Heart explained: including an Improved System of Phrenology: a new Theory of the Emotions, and an Explanation of the Mysteries of Mesmerism, Trance, Mind-Reading, and the Spirit Delusion. Illustr. by upwards of one hundred engravings. By J. Stanley Grimes. 12°, pp. xvi, 316. \$2. Keen, C. & Co.

Handbook of Church Terms; being a Pocket Dictionary, or brief Explanation of Words in Common Use, relating to the Order, Worship, Architecture, Vestments, Usages, and Symbolism of the Church. Designed for the general Reader, as well as for Instruction in Bible Classes, Parish and Sunday-Schools. *Second ed.* 18°, pp. 48. 40 c.; pap., 15 c..... Dewey.

Harwood. A Novel. By the Author of "The Odd Trump." 8°, pp. 206. \$1.25; pap., 75 c..... Hale.

Holcombe.—Our Children in Heaven. By William H. Holcombe, M.D., author of "The Sexes; Here and

Hereafter," "In Both Worlds," etc. *New ed.* 16°, \$1.25. Lippincott.

Jenkin.—Within an Ace. By Mrs. C. Jenkin, author of "Who Breaks—Pays," etc. (Leisure Hour Series.) 16°, pp. 287. \$1.25..... Holt.

Johnson, R. See Little Classics.

Little Classics. Ed. by R. Johnson. Vol. 14. Poems Lyrical. Cont.:—Locksley Hall; Good-Night in the Porch; Divided; Jeanie Morrison; Ode to Happiness; L'Allegro; Il Penseroso; The Lotus-Eaters; The End of the Play; The High Tide; Lycidas; The Bridge of Sighs; The Problem; Messiah; Alexandria's Feast; Bonnie Dundee; Fontenoy; Nathan Hale; Home, Wounded Mother and Poet, etc. 18°, pp. 229. \$1. Osgood.

Lockwood's Directory of the Paper Manufacturers in the United States and Canada, and Dealers in Paper and Paper Materials, together with the Wholesale Stationers and Publishers in the principal Cities. 1875-76. 8vo, pp. 162. \$5..... Lockwood.

Madame de Lavalle's Bequest; Counsels to Young Ladies who have completed their Education. From the fourth French edition, by a Sister of St. Joseph. 12°. \$1.50. Cunningham.

Porter.—The Revised Compendium of Methodism. Embracing the History and present Condition of its various Branches in all Countries. By Rev. James Porter, D.D. 12°. \$1.75..... Nelson & P.

Talmage.—Preaching to the Masses. An Address. By Rev. T. DeWitt Talmage, D.D. Delivered at the Drew Theological Seminary, Madison, N. J., March 3, 1875. 12°. Pap., 20 c..... Nelson & P.

Ward or Wife? A Romance. Illustr. 8°, pp. 81. Pap., 25 c..... Harper.

Warfield.—The Household of Bouvierie; or, The Elixir of Gold. By Mrs. C. A. Warfield, author of "A Double Wedding." *New ed.* 12°, pp. 800. \$1.75.... Peterson.

Yates.—The Silent Witness. By Edmund Yates. 8°, \$1.50; pap., 75 c..... Gill.

ORDER LIST.

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| P. F. CUNNINGHAM & SON, Phila. | J. B. LIPPINCOTT & CO., Philadelphia. |
| Madame de Lavalle's Bequest.....\$1.50 | Holcombe, Our Children in Heaven, <i>new ed.</i>\$1.25 |
| D. M. DEWEY, Rochester, N. Y. | LITTLE, BROWN & CO., Boston. |
| Dewey, Tree Agents' Private Guide. Pap., 25 c.; leather, 1.00 | Bartlett, Familiar Quotations, <i>7th ed.</i>3 00 |
| Hand-Book of Church Terms, <i>new ed.</i> 40 c.; pap. 15 | HOWARD LOCKWOOD, New-York. |
| WILLIAM F. GILL & CO., Boston. | Lockwood's Directory of Paper Manufacturers.....5.00 |
| Yates, The Silent Witness....\$1.50; pap. 75 | NELSON & PHILLIPS, New-York. |
| E. J. HALE & SON, New-York. | Porter, Revised Compendium of Methodism.....1.75 |
| Harwood.....\$1.25; pap. 75 | Talmage, Preaching to the Masses...Pap. 20 |
| HARPER & BROS., New-York. | JAS. R. OSGOOD & CO., Boston. |
| De Forest, Playing the Mischief....Pap. 75 | Little Classics, ed. by R. Johnson, vol. 14, Poems Lyrical.....1.00 |
| Ward or Wife?.....Pap. 25 | T. B. PETERSON & BROS., Phila. |
| HENRY HOLT & CO., New-York. | Warfield, Household of Bouvierie, <i>new ed.</i> 1.75 |
| Jenkin, Within an Ace | |
| KEEN, COOKE & CO., Chicago. | |
| Grimes, Mysteries of the Head and Heart. 2.00 | |

A RECENT paragraph states that in France, in 1874, there were issued 11,917 works in French—new works or fresh editions. In this enumeration no periodical publication is reckoned, while 2196 engravings and maps and 3841 pieces of music issued have to be added to it. The total number of publications is thus 17,954. In 1869, the most prosperous year in the book-trade of France, there were only 17,394 publications registered at the depot of the Home Office. In 1870, the printed works fell

to 8831, going up to 10,659 in 1872. In 1873, there were 11,530. The annual averages, taken for the last twenty years, of the number of publications of all kinds is 15,000, 10,000 of which belong to the typographical department of production, 3000 are engravings and photos, and 2000 are music. The Bibliothèque Nationale has since 1853 received one of the two copies of all new works required by law to be left at the depot of the Ministre de l'Interieur.

The Reform.

IT is not two years since the American book trade, demoralized and nearly disheartened, began a movement toward reform, in the face of most unpromising circumstances. The evils of the cut-throat system were universal, the heads of the trade were apathetic, many distrusted any sort of co-operation, and the trade sales were steadily making bad worse.

This week we look back upon an enthusiastic convention of the trade from all parts of the country, whose acts are of the highest promise; a hearty co-operation in the movement on the part of all classes, and a Book Fair, which has been a marked success, and done away forever, let us hope, with the unwise and unsound system of old times.

We print separately a full report of the Convention, with some editorial remarks upon it. Of the Book Fair we shall speak editorially at length in a future number, saying now only that, as a first experiment, its success was remarkable, and that the teachings of the experience the trade has gained by it will make the second one so thoroughly satisfactory to all as to assure the permanency of the new system. That there are modifications to be made in the plan, goes without saying; but the sales, even this first time, were fair, and great good was accomplished, all agreed, in bringing buyers together, making them acquainted with the stocks, and, by personal acquaintanceship thus formed, stimulating business the country through.

Our present purpose is to congratulate the trade on the success of the reform. Nothing has so far been done but that the most conservative can accept, and yet a power has been evolved that promises to cure many of the evils that afflict the trade. To hope that every thing can be cured, at once or in the end, is asking too much of human nature. The reform is in a nutshell: let us stick mainly to retail prices, and let us close down in discounts upon those who won't see the sun when it shines. That is what the present aspect of the reform is, and this will go so far to remedy present evils as virtually to accomplish all.

There seems to be now no reason why the whole trade can not unite in active co-operation on this platform. There is no interference, or no dictation in it, and because there is none of either, we believe it is bound to go through. Certainly it is the only platform on which all the trade can unite, and which is yet competent to cure the evils for which it is the alternative. And after all, nothing succeeds like success—and the reform is a success!

By resolution of the Convention, the 1st of August is definitely set as the time for the retail price rule to go into force, wherever it is not already observed. We trust the trade will generally put it into operation on that date, even if local arrangements may not then be perfected. Especially in these dull times, when there is little buying, the trade can afford to exercise some faith—and faith will produce works. If there are any who hold back, they are scarcely likely to hold back long, and meanwhile the houses in the reform can not afford to set them a bad example, by following their precedent instead of the wise rules.

The Book Fair.

THE first Book Fair of the American book trade opened at Clinton Hall, New-York, Monday, 19th July, at nine, and closed at noon of Saturday, 24th July. There were represented at it 97 publishing houses, of whom 58 were of New-York, 17 of Boston, and 15 of Philadelphia, and 52 manufacturing stationers, art publishers, or paper makers. There are recorded 94 buyers, from 17 different States, who were present in person; this list may be incomplete, and there were some present who did not buy. Our figures, which are nearly complete and approximately correct, record 32,694 samples as exhibited, of which 22,598 were from New-York, 3982 from Boston, and 5886 from Philadelphia houses. Some houses exhibited their full stock, with duplicates in extra bindings; others only those books to which they wished to call especial attention. The former was the general rule, and Harper & Bros. led the list with 4400 volumes. The sales for the week can not yet be given with any accuracy, but they are estimated at something above a quarter of a million dollars—more than was ever sold at a trade sale. These sales were made chiefly by the large houses, and four leading firms sold nearly \$150,000 of this total, or about half. These were Harpers, Appleton, Osgood, and either one of two or three other firms. Those houses which did not make large sales were nevertheless greatly pleased with the opportunity of showing their stock and making new personal acquaintances through the trade, and hope for definite results from the Fair in the ensuing fall trade. Take it all in all, and remembering that it was a first experiment, the first meeting of the "Booksellers' Exchange and Clearing House" was a notable success, and is thought to insure the permanency of the new system, especially in view of the modifications the experience of this sale will cause in those to come.

The scene at the Fair was one long to be remembered. Entrance was had through the doors to the regular trade-sales room, and thence through Mr. George A. Leavitt's private office, which was a headquarters room, to the large reading-room of the Mercantile Library, offered to the Association by the courtesy of the directors. From the auction-room, a new stairway led directly to the stationery-room above, where the most effective show was made, for it must be confessed that the long racks and tables below, with their thousands of books, became

somewhat monotonous. Up-stairs, the room was bright with Prang's chromos and Taber's photographs, and all the pretty things that represent the *etc.* side of the bookstore, although we are happy to state that neither wall-papers nor Crandall's acrobats were visible. In fact, the Fair fairly represented, on a large scale, what we hope every bookstore may become in less degree. Down-stairs, it was book after book, line upon line, from one end to the other. The large firms were generally in the main room, the north-west corner being occupied by Harper & Bros., who, intrenched behind their immense stock, made a cosy counting-room for themselves out of their corner. Their great sign above was the conspicuous thing in the room. Somebody came up to W. H. Demarest, that veteran favorite at Franklin square, and expressed surprise at the unusual sight of him anywhere except at the Harpers' establishment. "Why, this is part of the Harper establishment!" said he pleasantly, and so it looked. Elsewhere other large signs called the friends of other houses to rally under their standards, and smaller signs, which the managers had caused to be prepared in abundance, marked each assignment of space. The well-known owl which had descended from Mr. Leypoldt to Henry Holt & Co., blinked wisely from above their display—a capital idea, which other houses, having manageable symbols, would do well to take advantage of for the next Fair. A general decoration of this sort would add much to its picturesqueness. The PUBLISHERS' WEEKLY was given a place of honor, occupying the main desk in the reading-room, and directly below was the sum of the whole matter—all the books in the room in the rough—at the office of Webster's Dictionaries. Both rooms were divided by a long aisle running lengthwise of the buildings; on the tables running crosswise from these, racks had been ingeniously constructed, on which the stock was displayed. The larger houses occupied both sides of a compartment so made, using the space between for its desk and counting-room. The smaller firms were assigned parts of a rack, or a table wherever one could be wedged in, and it gave Mr. George Leavitt a headache to know what to do with the people who would rush in at the last moment. Another year, nearly double this space will be required.

It had required nearly two weeks' hard work to get things in shape for the contributors, and many of the samples did not arrive till Saturday. Mr. Kimball, of Lippincott's, for instance, came on in the midnight train with his stock, was on hand at five o'clock Monday morning, and had every thing arranged so that he sold, to a New-Hampshire buyer, the first bill of books ever sold at a fair, thus enrolling his name in the temple of fame. Our Mr. Brinckerhoff, however, claims both the first and the last sales at the Exchange, in subscriptions to the *Literary News*. Matters were rather in confusion during Monday; there was a good deal of curiosity, and scarce any one bought. The sellers felt blue, and prophesied failure for the Fair. By Wednesday morning, however, it was proved that the buyers were there, and had been looking around to some purpose, and the sales grew greater each day as the Fair continued, until Saturday, when preparations for closing up rather interfered with selling. The work of the week was pretty hard, both upon sellers and

buyers. Col. Ammon, of Osgood's, was kept so busy one afternoon, that he thought leading a regiment into battle was a little easier and less dangerous, on the whole, and the afflicted buyers, even the strictly temperance men, had chronic headaches. They would be seized upon first here, then there, until they began to grow vain, and one publisher objects to the Fair, because it "gives these fellows altogether too big a sense of their own importance." The scene was animated indeed, not least when in "the intervals of business" some bit of practical humor would get together an impromptu convention, and seller as well as goods be "sold." The bust of the venerable Peter Cooper beamed serenely upon the aggregated wisdom one afternoon from under "Bill Lee's" hat, but the gravity of Mr. Holt's owl preserved it from being boiled or otherwise made a fool of. Good nature reigned, but we saw no bibulatory excess of the article. In these respects, every thing went off admirably.

The sales, as we have said, reached probably over \$250,000. The chief attractions were the larger houses, whose discounts had hitherto been stiff, and who had therefore some margin for extra terms. Thus the Harpers made a clean 40 off on the whole line, and they sold, we believe, over fifty bills. The number of individual bills in each case was considerable, and a very large proportion of these were with buyers whom the sellers met directly for the first time. The great jobbing houses were among the largest buyers, despite the notion that the Fair would hurt their business. Mr. Dillingham expressed the sentiment when he said, "This is altogether too big a country for any one thing to do all the business," and every body agreed that the personal acquaintanceship and knowledge of stocks gained at the Fair, with the inspiration from the reform movement and its general gatherings, would stimulate the booksellers to such extra exertion at home as would much increase the total of bookselling in this country, and make business better for every interest in the trade. The five per cent stood in the way with some sellers, and the indorsement of notes was objected to by some buyers, and both these points need to be fully discussed; we shall treat of them editorially hereafter. But the chief supporters of the trade sales found their sales larger, at better average prices—without its dangers and with less commissions. It should be said that there is a good deal more work in looking after such a Fair than many at first sight have much idea of. Most houses made as good terms as, or better than, at their own stores, the prominent exceptions being some of the school-book men. The A. B. T. A. Committee on Book Fair held a meeting Wednesday morning in consultation with Messrs. Barnes, Blakeman, Armstrong, and Holt, to try to overcome this difficulty—but without success. One of the prominent dealers put it that they had come into the Fair not so much for their own good as to take part in the trade movement; they were perfectly willing to sell \$100,000 and draw a check directly to Mr. Leavitt for \$2500, for the sake of promoting so excellent a thing as the Fair, but their agents, with whom they had previously made special terms, had entered definite protest against reductions at the Fair, and in justice to them they could not make better rates. Some sales were made during or after

the Fair at the stores, but chiefly in the case of those buyers who had established relations, and insisted on so doing; for we should be slow to believe that many used the advantages of the Fair and dodged payment for them.

The dinner, elsewhere spoken of, was gotten up altogether at the Fair, without formality and in something of a hurry, and was a pleasant episode. A publishers' invitation dinner was at first proposed, but it was thought better by officers of the Association to make it an A. B. T. A. matter, as was done. In his speech at the dinner, President Randolph referred to the success of the Fair, noting the difference between old days, when the entire American production would not fill one of the racks that now crowded Clinton Hall, and these times, when one house made an offer for 20,000 Webster's Quartos, and the publishers split on a quarter of a dollar! The offer referred to was from D. Appleton & Co., at \$7.75, or \$155,000 in a lump; it would have absorbed nearly half the year's production.

Besides the criticisms upon this or that detail of the plan of the committee—for which plan, working for a first time so admirably on the whole, they deserve all thanks—two things conspired against the present Fair. First, it was too early; the attempt to hit two birds, the school-book and miscellaneous trades, with one stone, did not work. Secondly, a good part of the buying trade, despising the prophecies of the WEEKLY, were quite sure the Fair would be a failure, and didn't come on. They are sorry enough now. Large orders came in by mail from Pittsburg, Portland, and elsewhere, but in all cases the writers were notified that they could not be sold on the Fair terms except they were there. Mr. S. A. Clark, of the former place, immediately took train for New-York and bought largely the last days. These two drawbacks made the sales half of what they would otherwise have been—and yet the Fair was thoroughly a success, by universal acknowledgment of those present. The chief question now is about the next Fair. The trade generally believe in having only one a year, in September or October, at which the most reliable dealers estimate a million dollars' worth could hereafter be sold. Opinion is divided as to the expediency of having a supplementary one next October: some say this did not touch the holiday trade, which would flock to a sale then; others say that those who hadn't enough faith to come on and buy now had better be left hungry till the great sale of next year.

We had meant to have given our readers a plan of the Fair, but the delay in the applications for and assignment of space made it impossible to have it ready to be of use then, and we find the expense so considerable as to be precluded now by the other outlay necessitated by the Convention and Fair. We give, however, a full list of contributors, of their representatives as far as could be learned, and a count or estimate, where it could be obtained, of the number of samples each displayed. Also a list of buyers, which it will be seen includes some of the best houses from all parts of the country. For any imperfections in these lists we must plead the inherent difficulties in procuring them.

List of Selling Houses.

NEW-YORK.

| | |
|--|------|
| Adams, Victor & Co..... | 20 |
| American News Co..... | 289 |
| Patrick Farrelly. | |
| C. G. Collins. | |
| M. N. Walsh (stationery dep't). | |
| Appleton, D. & Co..... | 800 |
| W. H. Appleton. | |
| W. S. Appleton. | |
| Mr. Pritchard. | |
| Authors' Pub. Co..... | |
| Francisco de Oliveira. | |
| Barnes, A. S. & Co..... | 350 |
| C. W. Barnes. | |
| Carleton, G. W. & Co..... | 250 |
| G. W. Dillingham | |
| F. A. Rielly. | |
| Cassell, Petter & Galpin..... | 317 |
| (And W. P. Nimmo)..... | |
| Chas. Geard. | 134 |
| Chas. Gardner. | |
| Clark & Maynard..... | 140 |
| Mr. Webster. | |
| Collins & Brother..... | 55 |
| Denham, A. & Co..... | 200 |
| Dick & Fitzgerald..... | 300 |
| A. T. Smith. | |
| Dodd & Mead..... | 400 |
| Frank Dodd. | |
| M. W. Dodd. | |
| Dutton, E. P. & Co..... | 155 |
| C. A. Clapp. | |
| E. C. Swayne. | |
| Ford, J. B. & Co..... | 50 |
| A. C. Warner. | |
| Hale, E. J. & Son..... | 25 |
| P. M. Hale. | |
| C. K. Dabney. | |
| Happy Hours Company. | |
| (Pamphlets)..... | 165 |
| (Games)..... | 41 |
| D. G. Cunningham. | |
| Harper & Brothers..... | 4400 |
| J. Abner Harper. | |
| W. H. Demarest. | |
| F. A. Nast. | |
| G. A. Barnes. | |
| Haverty, P. M..... | 30 |
| E. J. Haverty. | |
| Hinton, H. L. & Co..... | |
| H. L. Hinton. | |
| Holt, Henry & Co..... | 310 |
| Henry Holt. | |
| Jos. Vogelius. | |
| Hurd & Houghton..... | 606 |
| A. G. Houghton. | |
| O. R. Houghton. | |
| Ivison, Blakeman, Taylor & Co..... | 210 |
| H. H. Bridgman. | |
| Kehoe, Lawrence—C. P. Society..... | 212 |
| Kenedy, P. J..... | 265 |
| John P. Dunne. | |
| Kelly, T..... | |
| Lee, Shepard & Dillingham (see Lee & Shepard). | |
| Chas. F. Dillingham. | |

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|---|-------------------------------------|----------|
| F. Leypoldt—(Publishers' Weekly). | Warren & Wyman..... | 60 |
| Richard Brinckethoff. | W. W. Wyman. | |
| N. R. Monachesi. | | |
| McLoughlin Bros..... | Widdleton, W. J..... | 310 |
| Miller, James..... | W. J. Widdleton. | |
| James Miller. | W. C. Bush. | |
| D. S. Knox. | | |
| Macmillan & Co..... | Wiley, John & Son..... | 230 |
| Geo. E. Brett. | John Wiley. | |
| Geo. P. Brett. | Charles Wiley. | |
| Murray Hill Pub. Co..... | J. H. Wiley. | |
| A. Loebell. | | |
| Nelson & Phillips..... | Worthington, R. & Co..... | 950 |
| Mr. Stephens. | Mr. Wright. | |
| Nelson, Thomas & Sons (besides Bibles and prayer-books)..... | Mr. Phillipps. | |
| James Robertson. | Wood, William & Co..... | 114 |
| A. E. Marsh. | J. H. Vail. | |
| C. E. Richards. | World Publishing House | 262 |
| O'Shea, P..... | H. S. Allen. | |
| P. F. Barnum. | | |
| Patterson, F. B. }..... | PHILADELPHIA. | |
| Tompkins, K. } | American Sunday-School Union | 1200 |
| F. B. Patterson. | Alfred Price. | |
| Pott, Young & Co..... | Baird, Henry Carey & Co..... | 135 |
| James Pott. | J. F. Garde. | |
| Edwin Gorham. | Burlock, S. D. & Co..... | 100 |
| Potter, Ainsworth & Co (copy and draw- ing-books)..... | Claxton, Remsen & Haffelfinger..... | 480 |
| Putnam's Sons, G. P..... | Edmund Claxton. | |
| G. H. Putnam. | D. N. Morrison. | |
| Irving Putnam. | J. R. Elliot. | |
| Col. W. H. Chase. | Cummiskey, E..... | 50 |
| Randolph, A. D. F. & Co..... | Desilver, Charles | 80 |
| A. D. F. Randolph. | Harding, William W..... | [Albums] |
| R. J. Bates. | A. E. Welch. | |
| James F. Smith. | Holman, A. J. & Co..... | 100 |
| Routledge, George & Sons (besides toy- books)..... | J. Barker Martin. | |
| H. M. Reed. | Lippincott, J. B. & Co..... | 2000 |
| Marcus Woodle. | H. H. Kimball. | |
| Sabin, J. & Sons..... | C. E. Roberts. | |
| Charles Sotheran. | McKinney, H. N. & Co..... | 100 |
| Sadlier, D. & J. & Co..... | H. N. McKinney. | |
| Charles Donlon. | Peterson, T. B. & Bros..... | 1000 |
| Schmidt, L. W..... | Thomas Peterson. | |
| Scribner, Armstrong & Co. }..... | T. B. Peterson, Jr. | |
| Scribner, Welford & Armstrong } | Porter & Coates..... | 448 |
| A. C. Armstrong. | R. Porter. | |
| J. H. Dingman. | Girard Buckman. | |
| John Ferguson. | Potter, John E. & Co..... | 125 |
| T. A. Vandergrift. | G. T. Stuckardt. | |
| Sheldon & Co..... | E. J. Buckley. | |
| Smith Sheldon. | Schaefier & Koradi..... | 50 |
| I. E. Sheldon. | E. Steiger. | |
| W. Sheldon. | Souder, S. T. & Co..... | 18 |
| Somerby, Charles P..... | S. T. Souder. | |
| Charles P. Somerby. | | |
| Strong, T. W., late E. Dunigan & Bro.... | BOSTON. | |
| P. H. Hughes. | Brewer & Tileston..... | |
| University Publishing Co..... | Davis, Robert S. & Co..... | |
| United States Publishing Co..... | | |
| R. F. Bogardus. | Ditson, Oliver & Co..... | |
| J. F. Trow, Jr. | Estes & Lauriat..... | |
| Virtue & Yorston..... | Gill, William F. & Co..... | 102 |
| Robert Neilson. | William F. Gill. | |
| Van Nostrand, D..... | Graves, A. F..... | 132 |
| C. E. Speers. | A. F. Graves. | |
| W. H. Farrington. | Lee & Shepard..... | 1200 |
| | William Lee. | |
| | A. H. Hopkins. | |
| | Little, Brown & Co..... | 615 |
| | John M. Brown. | |
| | Locke & Bubier..... | 120 |
| | J. S. Locke. | |

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|---|----------------|
| Lockwood, Brooks & Co..... | 140 |
| (And American Tract Society, Boston) .. | 200 |
| C. H. Knight. | |
| John S. Lockwood. | |
| W. D. Brooks. | |
| Lothrop, D. & Co..... | 467 |
| D. Lothrop. | |
| John T. Ryan. | |
| Nichols & Hall..... | 6 |
| Osgood, James R. & Co..... | 1000 |
| B. H. Ticknor. | |
| J. H. Ammon. | |
| Joseph Kelly. | |
| Prang, L. & Co..... | |
| Joseph H. Dorety, Art. | |
| J. S. Clark, Ed. | |
| Roberts Bros..... | |
| E. D. Hardy. | |
| Thompson, Brown & Co..... | |
| J. A. Thompson. | |
| HARTFORD, CT. | |
| Bliss, R. W. & Co..... | 21 |
| Charles H. J. Bliss. | |
| SPRINGFIELD, MASS. | |
| Merriam, G. & C..... | [Dictionaries] |
| John M. Wood. | |
| BALTIMORE, MD. | |
| Kelly, Piet & Co..... | 195 |
| BUFFALO, N. Y. | |
| Taylor, Martin..... | |
| Martin Taylor. | |
| TROY, N. Y. | |
| Nims, H. B. & Co..... | |
| Joseph Knight. | |
| NEWARK, N. J. | |
| Bliss, F. C. & Co..... | 12 |
| CLAREMONT, N. H. | |
| Claremont Manufacturing Co..... | 100 |
| S. L. Farman. | |
| STATIONERY. | |
| — | |
| NEW-YORK. | |
| Aiken, Lambert & Co..... | |
| James J. Walker. | |
| American Lead-Pencil Co..... | |
| T. E. Smith. | |
| J. T. Watkins. | |
| G. F. Freeman. | |
| Anderson & Cameron..... | |
| Alexander Cameron. | |
| Anthony, E. & H. T. & Co., Albums..... | 300 |
| L. Brower. | |
| H. P. Tibbals. | |
| M. V. Foster. | |
| T. D. McCormack. | |
| Baker, Pratt & Co..... | |
| William T. Pratt. | |
| Berlin & Jones Envelope Co..... | |
| W. H. Andrews. | |
| Brown, Edward E..... | |
| Frank Boland. | |
| Calm & Zinn..... | |

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| Carter, Dinsmore & Co..... | |
| J. P. Dinsmore. | |
| Chamberlin, Whitmore & Co..... | |
| B. A. Hard. | |
| Dovell's, R. B. Son..... | |
| R. E. Bennett..... | |
| Dubernet, L..... | |
| Alexander Brument. | |
| Dunkinson, F. H. & Co..... | |
| F. H. Dunkinson. | |
| Eagle Pencil Co. | |
| F. G. Devoe. | |
| M. Berolzheimer. | |
| Emack, John D..... | |
| Horsman, E. I..... | |
| F. H. Dwenger. | |
| Ives & Alfred..... | |
| Mr. Alfred. | |
| Kaufmann & Jonas..... | |
| Charles Kaufmann. | |
| William Schumacher. | |
| Koch, Sons & Co..... | |
| William Horne. | |
| Levys, Henry & Son..... | |
| E. Irish. | |
| Liebenroth, Von Auw & Co..... | |
| C. W. Liebenroth. | |
| William Graham. | |
| Manhattan Book Co..... | |
| A. B. Bullock. | |
| Pattberg, Lewis & Brothers..... | |
| H. W. St. John. | |
| J. M. Josias. | |
| Porter & Bainbridge..... | |
| C. T. Bainbridge. | |
| Richard Bainbridge. | |
| Pratt, Charles D..... | |
| E. W. Abbott. | |
| Preble, J. Q. & Co..... | |
| J. H. Gillett. | |
| W. G. Killmer. | |
| Raynor, Samuel & Co..... | |
| Samuel Eckstein. | |
| Rubens & Co..... | |
| L. Victor. | |
| St. John, Joseph L. P. & Co..... | |
| Selchow & Co..... | |
| S. L. Welch. | |
| Sneider, Robert..... | |
| Charles Sneider. | |
| Steiger, E..... | |
| E. Steiger. | |
| Todd, Edward & Co..... | |
| Van Everen, P. F..... | |
| P. F. Van Everen. | |
| Wallach, Willy..... | |
| R. H. Stevens. | |
| J. H. Brown. | |
| PHILADELPHIA. | |
| Artemus & Co..... | |
| Gladding, John & Son..... | |
| M. J. F. Doyle. | |
| SPRINGFIELD, MASS. | |
| Bradley (Milton) & Co..... | |
| S. L. Welch. | |

Morgan Envelope Co.....
E. Morgan.
Powers Paper Co.....
Lucius H. Powers.
George A. Olney.
Springfield Envelope Co.....
P. P. Kellogg.
Union Ink and Paper Co.....
J. E. Taylor.

HOLYOKE, MASS.

Holyoke Paper Co.....
O. S. Greenleaf.
Massasoit Paper Co.....
F. D. Phelon.
Union Paper Co.....
Edward Dickinson.
Whiting Paper Co.....
R. M. Fairfield.

MITTINEAQUE, MASS.

Worthy Paper Co.....
George L. Wright, Jr.

NEW-BEDFORD, MASS.

Taber, Charles & Co.....
William C. Taber, Jr.
Frederick Taber.

NEWARK, N. J.

Plummer, C. S.....
C. S. Plummer.

CINCINNATI, OHIO.

United States Soapstone Manufacturing
Co.....

ST. LOUIS, MO.

Levison & Blythe.....
John McEachirn.

List of Buyers.

J. Nelson Waggoner, Galena, Ill.
Elliot Jones & Co., Columbus, O.
Robert Clarke & Co., Cincinnati, O.
C. N. Pendleton, Mansfield, O.
Brown & Faunce, Toledo, O.
J. C. Trader & Co., Xenia, O.
Newell Sanders, Bloomington, Ind.
A. J. Santee, Clinton, Iowa.
W. H. Watson, Aurora, Ill.
Brooks, Schinkel & Co., Cleveland, O.
American News Company, New-York City.
Dresser, McLellan & Co., Portland, Me.
C. A. Burnham, Norwich, Ct.
D. H. Carroll, Baltimore, Md.
N. F. Smith, Williamstown, Mass.
G. P. Putnam's Sons, New-York City.
Samuel Newton, Xenia, O.
Nichols & Allen, Pittsfield, Mass.
Eaton & Lyon, Grand Rapids, Mich.
Smith, Ogden & Co., Knoxville, Tenn.
M. V. B. Kennedy, Zanesville, O.
George C. Allis, Birmingham, Ct.
H. B. Nims & Co., Troy, N. Y.
Thompson, Brown & Co., Boston, Mass.
J. B. Parker, Hanover, N. H.
L. N. Olds & Sons, Circleville, O.
Hadley, Bros. & Co., Chicago, Ill.
Baker, Pratt & Co., New-York City.

Edwin Regal, Oberlin, O.
Steele & Avery, Rochester, N. Y.
Richmond, Backus & Co., Detroit, Mich.
Yohn & Porter, Indianapolis, Ind.
Cobb, Andrews & Co., Cleveland, O.
R. Crampton, Rock Island, Ill.
Kiel & Bro., Fort Wayne, Ind.
Maxwell & Co., Bloomington, Ill.
Jno. H. Thomas & Co., Dayton, O.
Judd & White, New-Haven, Ct.
David Bugbee & Co., Bangor, Me.
R. G. Wynkoop & Co., Syracuse, N. Y.
J. B. Hoeger & Sons, Milwaukee, Wis.
Henry A. Young & Co., Boston, Mass.
J. K. Pratt, North-Middleboro, Mass.
Alfred Hollister & Co., Agents, Utica, N. Y.
Henry Miller, New-York City.
George W. Gleason, Columbus, O.
D. Appleton & Co., New-York City.
Lee & Shepard, Boston.
Lee, Shepard & Dillingham, New-York City.
P. O'Shea, New-York City.
Palmer, Bros. & Co., Dubuque, Iowa.
T. O. Stearns, Hamilton, N. Y.
E. P. Dutton & Co., New-York City.
Flagler & Merritt, Poughkeepsie, N. Y.
Phillips & Crew, Atlanta, Ga.
E. J. Goodrich, Oberlin, O.
Penfield, Whipple & Co., Hillsdale, Mich.
Scranton & Wetmore, Rochester, N. Y.
L. E. Walker, Warsaw, N. Y.
J. B. Lippincott & Co., Philadelphia, Pa.
Theo. Butler & Son, Buffalo, N. Y.
Charles Allyn, New-London, Ct.
Knight, Adams & Co., Boston, Mass.
Wesley Jones, Burlington, Iowa.
E. B. Smith & Co., Detroit, Mich.
H. T. Clauder, Bethlehem, Pa.
Leggat Bros., New-York City.
A. F. Graves, Boston, Mass.
Williams, Sturges & Co., Knoxville, Tenn.
E. J. Hale & Son, New-York City.
T. J. Brown, Eager & Co., Toledo, O.
W. W. Swayne, Brooklyn, N. Y.
Gray, Baker & Co., St. Louis, Mo.
Wm. Ballantyne, Washington, D. C.
Jansen, McClurg & Co., Chicago, Ill.
D. C. Colesworthy, Boston, Mass.
N. Tibbals & Sons, New-York City.
R. J. Thiry, New-York City.
James Campbell, Boston, Mass.
J. R. Penn & Co., Austin, Texas.
Merrill, Hubbard & Co., Indianapolis, Ind.
S. K. Brobst & Co., Allentown, Pa.
John S. Jackson, Dallas, Texas.
A. W. Lovering, Boston, Mass.
American Sunday-School Union, New-York
City.
R. W. Bliss & Co., Hartford, Ct.
Grosvenor & Harger, Dubuque, Iowa.
S. A. Clarke & Co., Pittsburg, Pa.
Dayton & Arthur, Quincy, Ill.
W. Scott Glore, Louisville, Ky.
Sheehan & Co., Ann Arbor, Mich.
Siemon & Bro., Fort Wayne, Ind.
William Patton, Waterbury, Ct.
West & Co., Milwaukee, Wis.

The Trade Dinner.

A VERY pleasant ending to the pleasant two weeks' companionship of Niagara and New-York was had at the St. James, the Friday evening preceding the closing of the Fair, in the form of a trade dinner.

It was at first proposed that a dinner should be given to the visiting trade by the Eastern publishers; but it was found better to have it an affair of the Association, and the following Committee of Arrangements was accordingly appointed by the chairmen of the Executive and Assembly Committees:

Messrs. Charles A. Clapp (E. P. Dutton & Co.), Walter Appleton (D. Appleton & Co.), B. H. Ticknor (J. R. Osgood & Co.), Robert Porter (Porter & Coates), and Joseph Knight (H. B. Nims & Co.).

The dinner was served at seven in the evening, in the long dining-hall of the St. James, and to it some two hundred sat down, Mr. Randolph being at the head of the main table, and of course presiding, with Mr. Martin Taylor at the head of the table on his right and Mr. William Lee at the head of that on his left. The intimacy of the past fortnight had produced such a general acquaintance among the members of the trade that the utmost good feeling existed, every one knowing and talking with his neighbor, thus adding to the common enjoyment, and promoting the sociability intended by the meeting. An excellent dinner was served by the St. James' steward.

The after exercises were opened by Mr. Randolph, before the dinner itself was quite disposed of, by the remark that he would not follow the order of more formal occasions, but call upon members present to speak while the lighter dishes were still on the table. He himself spoke at some length, contrasting the past and present conditions of the trade, with allusion to the many prominent publishers that had passed away since he first entered the ranks. Fifty years ago, he said, samples of all American publications could be placed on a single rack, such as now occupy two entire floors in Clinton Hall, and hardly fully represent the American trade at that. This he instanced as an illustration of the "development theory," which was farther shown in the dusty piles of old books on the back shelves of old bookstores, the few still retaining popularity aptly illustrating the "survival of the fittest."

In conclusion, he gave the toast, "The American Book Trade," to which Mr. Jansen and Mr. Wesley Jones replied for the North-west and West, and others for different localities; Mr. Kimball, of the Lippincotts, in speaking for Philadelphia, making some remarks antagonistic to the reform, which were somewhat coldly received.

Some very happy responses were made by Mr. Holt, in speaking for his birth-place, New-England; by Mr. Barnes, in responding to the toast, "The Early Reform Movement," and by Mr. E. C. Stedman, the poet, on the relations of authors and publishers—the latter announcing his intention, as an author, to join the A. B. T. A.

Mr. J. W. Harper, Jr., was cordially received and warmly applauded, as was also Mr. William Lee.

In behalf of the stationery trade, Mr. Bainbridge spoke autobiographically, and Mr. Plummer read some verses, in which the names of stationery representatives at the Fair were cleverly interwoven. Colonel Waring also spoke for authorship; and both Col. Brown, of the *Post*, and Mr. Bowker, of the WEEKLY, for the press, the latter congratulating the trade on

the progress the reform had made since its first inception eighteen months ago.

Admirable attention was generally given the speakers, and loud and frequent applause greeted their rising and speaking.

A band was stationed at one end of the room, varying the programme most pleasantly.

LETTERS TO THE EDITOR.

The interests of the trade can not be better served, than by a full discussion by its members of all questions which affect it. Our columns are always open to communications on any such subject, provided they be brief and suggestive, and we cordially invite the trade to express any suggestions or opinions of interest or value in "Letters to the Editor."

Expenses in the Book Business.

To the Editor of the Publishers' Weekly:

Will it not be a service to the entire trade, both buyers and sellers, to fully enumerate the items which make up the real expenses of doing a book business? Perhaps it will help solve the knotty "discount" problem, which, after all, reduces itself to the question, "What is a fair profit in bookselling?" Your correspondent "Facts," in No. 170 of the WEEKLY, puts the case with force and justness. Hundreds of dealers wake up to the "Facts" only when insolvency stares them in the face.

The wise ones will heed—"the simple pass on," and—SINK.

Every thorough merchant will include in his estimates the following items of expense:

RENT.

INSURANCE.

TAXES and Check Stamps.

INTEREST ON CAPITAL.

Fuel, Lights, etc.

FURNITURE, FIXTURES, Signs, etc.

FREIGHT, Boxes, and Drayage.

Wrapping-Paper, Twine, etc.

Postage, Telegraphing, and P. O. Box Rent.

Collections, Bank Interest, Exchange on Drafts, etc.

WAGES OF CLERKS, and for extra services.

PROPRIETORS' SERVICES.

OFFICE EXPENSES:

Catalogues for office use.

" " circulation.

Subscription to Commercial Agency.

Periodicals and Newspapers taken.

Blank-Books, Bill-Heads, and Office Stationery, including all used by salesmen also.

Toilet Expenses, Towels, Soap, Washing, etc.

Gratuities to Employees.

Charities.

ADVERTISING, Cards, Circulars, etc.

Traveling expenses to buy goods.

Traveling expenses to sell goods.

BAD DEBTS, including Counterfeit Money taken.

DEPRECIATION IN STOCK in store.

All of the above items go to make up the cost of the article sold as it leaves the dealer's hands, reckoning from invoice price to him.

Now let the retailer, bearing in mind the above necessary expenses,—small items as well as great—the time patience, and persuasion which some sales require, the intelligence and experience demanded in the business,—answer the question whether he can afford to curtail the margin. Each dealer can work out the problem for himself.

The law of gravitation is no more inevitable in its operation than the law of ruin, in these times, to the merchant who fails properly to calculate his expenses. “FACTS,” JUNIOR

The Booksellers' Movement.

(From the N. Y. Tribune, July 24.)

“INFINITE riches in a little room” might serve as the motto of the Booksellers’ Fair. The current book production of this country, and much of that of England, is shown in a hall seventy-five feet by a hundred and fifty, and the book trade is like its commodity—*multum in parvo*. All of Shakespeare is put into a thousand pages, for fifty cents, and the book business of the country, whether by numbers or production, makes no great show in the statistical tables. The census gives no satisfactory information, and less than two years of organization has not given the trade time to gather its own figures for itself. The commercial agencies enroll 25,000 names as directly or indirectly concerned in the book business, but a recent canvass has shown that there are not five thousand who may fairly be ranked as booksellers, while three hundred is a liberal estimate of the book publishers of importance. At the Fair 35,000 samples are exhibited, and 5000 would be ample allowance for books unrepresented. Duplicates in extra bindings would bring this total down to 30,000, of which not more than two thirds are of American manufacture. What annual business these represent it is not yet possible to estimate closely, but the business in books is not nearly so large as that in the mere luxury of jewelry. The foremost firm in the trade makes less sales than any one of a dozen dry goods houses, and not more than five per cent probably of those of the leading firms in the latter business. The trade is prominently before the public, for that is its life, but its business bears small proportion to the comparative space it occupies in the newspapers. A competent authority has hazarded the opinion that this business might and should be increased nearly fifty per cent.

Yet the influence of the book trade is not to be estimated by statistical comparisons. Books may be taxed by weight, but the scales can never test their power. The bookdealers are themselves claiming rank next to the professions, and setting their shop next to the church and the school-house. To put the right book into the hands of the right man is to do much in education. And the next best thing to being a genius one's self is to strike the spark that shall kindle genius in another. A book-

seller may become a guide in literature; the most wholesome service for his community is within his scope if he has the brains just to interpret for his customers those words of Ruskin: “Do you know that if you read this you can not read that?”

The book trade has suffered much from a difficulty which has been general and growing since the war. The reckless desire to make sales, despite “profit and loss,” on the one hand, and on the other that general proclivity of human nature to “buy cheap” at whatever cost, with our national fondness for bargains at whatever loss, have led, in the heat of competition, to much unsound trading. Newcomers seeking the trade have obtained credit which manufacturers or jobbers were only too willing to give, kept only the paying stock of the day, and made their first prices so low that their expense account led them into bankruptcy—and these have forced wiser traders into the same unwisdom. Mr. Ruskin’s political economy makes one point that we Americans may well study: sometimes we can’t afford to “buy cheap.” When goods are sold “below cost” somebody must “come to grief.” The publisher and bookseller share much risk, and their profit must be considerable to allow margin for insurance. Otherwise the author will soon be in a bad way, and the public too. It is a good season in which the careful publisher finds one book in five really paying, and this must cover actual loss in two of the five. The splendid series of school-books, with which we surprised the world at Vienna, cost their publishers much more than the paper and ink they were made of—although some of the Western legislators are disposed to buy oil paintings for the cost of the canvas and the oil. The public has been trained to forget this, and to expect lower prices than could be safely given. Retail prices have in some cases been made higher than was necessary to cover abnormal discounts, and this has only increased the demoralization.

A well-stocked bookstore is desirable in every town. It can not be sustained without a reasonable margin of profit. It is, therefore, well for the public to pay this profit. If the book trade of the country, by fair means, can regain a living profit, it is well that it should do so. If it can give the public its books at an honest price to all alike, and possibly replace the unwholesome discount system by some ultimate reduction in the general retail price, so much the better. The movement which has produced the American Book Trade Association and organized the Book Fair seems to have the double purpose of promoting sound business principles and inspiring the trade with a real sense of the importance of its work. So long as it holds wisely to these aims it deserves the public support.

BOOKS RECEIVED.

QUEEN MARY, A DRAMA, by Alfred Tennyson. (James R. Osgood & Co.) We have in this work the fruit of Tennyson’s mature genius, and his only effort in the dramatic line. The drama opens with the first whisperings of the Spanish alliance, and closes with the death of Mary and the proclamation of Elizabeth as queen. It embraces a number of historical characters of the period, but seeks chiefly to

present "Bloody Mary" in a little more favorable and more womanly light than that in which the stern judgment of history has enveloped her. Her idolatry for Philip of Spain is dwelt upon, and some sympathy created for her broken heart and wretched death. The genius of Tennyson, however, can scarcely render the unpoetical character of Mary poetic, or brighten up the monotonous darkness of this period. His poem appears to have caught the sombre hue of his subject; it is so free from the rich imagery and warm tenderness which pervades every thing else we have had from him. Indeed, it seems mere courtesy to call it poetry, it is so clear, strong, and incisive in language, so free from ornament, and so simple in phrase and construction. It reveals in the poet a new power, and offers a picture of Mary Tudor and the noted characters of her reign, as vivid and correct probably as pen has ever drawn. 12mo, cloth, \$1.50.

A SUMMER PARISH, by Henry Ward Beecher. (J. B. Ford & Co.) This volume is made up of a number of the sermons Mr. Beecher preached in past summers in his vacations at the "Twin Mountain House" in New-Hampshire. They were phonographically reported at the time by T. J. Ellinwood, and may therefore be relied upon as correct. A very good photograph of Mr. Beecher, by Rockwood, adorns the book. 12mo, cloth, \$1.50.

A DOUBLE WEDDING, by Mrs. C. A. Warfield. (T. B. Peterson & Bro.) As the author of "The Household of Bouvierie," Mrs. Warfield will be most readily recognized. Those who admired her first work will find even greater pleasure in this one. It is an American story of the South just before the rebellion, and contains some very excellent characterizations of Southerners and foreigners. The plot of the story is good, the dialogue bright and witty, and the book altogether a very readable one. There is not the slightest doubt either about it being a *new* book, and not an antiquated, forgotten friend, rechristened and rehabilitated. 12mo, cloth, \$1.75.

SIGNA, by "Ouida." (J. B. Lippincott & Co.) Italian life and character, as developed among the very lowest of the Tuscan peasantry, is the subject of "Ouida's" novel. Both the scene of the story and the hero are called "Signa." The hero, a waif, develops in ignorance and poverty into a great musical genius. He finds his way to the great cities, loves unworthily, and dies miserably. The story is nothing as a story, having but a thread of a plot, but as a succession of brilliant, glowing, gorgeous pictures of scenery and people it is unique. One is fairly surfeited with descriptions, and "words, words, words," which seem to glow and burn, and which scintillate through the text in a passionate, daring fashion that is rather alarming. We hope it will not injure the sale of the novel to state that it is one of "Ouida's" efforts towards something better and higher—in fact, a novel with a moral. 12mo, cloth, \$2.

ISEULTE, by the author of "Vera." (Harper & Bros.) French in scene, character, and sentiment, this novel offers a clever though not very forcible picture of French life in the provinces, and the story of a woman's love and sacrifices, somewhat weak and sentimental and yet readable. 8vo, paper, 50 cents.

THE LADY SUPERIOR, by Eliza F. Pollard. (Harper & Bros.) A novel that the experienced and jaded novel-reader will delight to get hold of. Full of characters and incidents, and descriptions of continental life, with plenty of love-making, and any amount of witty conversation; one of the best novels out. 8vo, paper, 50 cents.

JOCELYN'S MISTAKE, by Mrs. J. K. Spender. (James R. Osgood & Co.) The chief characteristic of this novel, a work of more than ordinary power, is the careful and discriminating analysis of character it presents. The story is a long one, with the interest centred in but a few persons, who are so strongly marked, so original in thought and action, and so cleverly kept before the reader, that he will not care to skip a page or a paragraph even. The scene is laid in England; the time, the present. 8vo, paper, 75 cents.

WITHIN AN ACE, by Mrs. C. Jenkin. (Henry Holt & Co.) The young lady of this story, who comes "within an ace" of losing the love and devotion of one of the best husbands, is one of Mrs. Jenkins' favorite heroines. Pretty, graceful, willful, and brilliantly gifted, she carries off the love of the hero, a French count, who finds himself at home in Scotland, in the family of a rich lawyer, where the attractions are so many and so great he can scarcely tear himself away. "Catty," the naughty heroine, wins him unconsciously, and goes to live in France, where she meets some very clever and odd people, and works out her destiny in a very satisfactory manner to the reader. "Leisure Hour Series." 16mo, \$1.25.

THE FRENCH AT HOME, by Albert Rhodes. (Dodd & Mead.) Six bright sketches of the French as they are at home, written by one who has lived among them and apparently observed with intelligence and without prejudice. The sketches are named "Character," "Gallantry," "French Living," "A Day with the Painters," "Words and Phrases," and "The Rag-Picker." Each one is a gem in itself—witty, piquant, keenly critical, yet genial and good-humored. The little book is illustrated with some very clever little drawings of figures taken from Parisian low life. Uniform with "Little Classics" and the "Saunterer's Series." 16mo, cloth, red edges, \$1.25.

CHILDHOOD: The Text-Book of the Age, by Rev. W. F. Crafts. (Lee & Shepard.) A charming book for parents, teachers, and lovers of childhood. It is particularly devoted to childhood, and contains both theoretical matter relative to the moral and intellectual development of children, and considerable data of an amusing kind, such as a "Childhood's Dictionary," containing 96 striking definitions from the lips of little children; "A Cabinet of Specimens" (children's characteristic sayings and doings), and six hundred incidents of child-life. There is also a chapter on the Kindergarten, by Mrs. W. F. Crafts. 12mo, cloth, \$1.50.

FRONDES AGRESTES: Readings in "Modern Painters," by Ruskin. (John Wiley & Son.) These are selections from one of Ruskin's earliest works, given in this form, that the book may be accessible to general readers, and also of use and interest to them; the complete work having much in it of only special interest. 12mo, cloth, \$1.

Suspension of J. B. Ford & Co.

ON account of financial embarrassments, the house of J. B. Ford & Co. was obliged to suspend business on Thursday, which suspension was announced in the following cards, sent respectively to the creditors of the house and (as a necessary consequence of the publicity given the matter by some creditor) to the New-York daily papers:

PUBLISHING HOUSE OF J. B. FORD & CO.,
NEW-YORK, July 26, 1875.

MESSRS. ———

DEAR SIR: We regret to inform you that circumstances have rendered it necessary for us to ask the advice and assistance of our creditors. These are not to be confounded with those of The Christian Union Publishing Company, which is a separate organization, and perfectly good for all it owes. We therefore invite you to attend a meeting of our creditors, at room No. 7 in this building (No. 27 Park Place), on Thursday morning, July 29, at 11 o'clock.

Very respectfully, J. B. FORD & CO.

The publication in an evening paper of statements concerning the affairs of J. B. Ford & Co., together with a private notice to their creditors, being, as guess statements usually are, partly true and partly false, Messrs. Ford & Co. prefer to give the facts, rather than to leave the matter to conjecture.

The depression of their book business, in common with that of the trade at large, has continued from the panic of 1873 to the present time. And this has been accompanied by various special aggravations, among which was a fire in their bindery last February, which destroyed the result of many months' work, and paralyzed their spring sales. It has finally resulted in the present condition of affairs. The assets of the concern, at bare cost, exceed their liabilities by more than \$80,000; but, as it is impossible, in the present state of the market, to realize on these fast enough to meet obligations as they mature, the firm decided upon a temporary suspension of payment, in order to protect all their creditors, while taking advice of them as to the best course to pursue. It is to be regretted that, in the present condition of this affair, any one of the creditors should have made public the invitation to a private and informal consultation.

As to *The Christian Union*, of which the Rev. Henry Ward Beecher is editor, it has always been, and still is, the property of The Christian Union Publishing Company. Its condition is sound, and its prospects bright. The statement that it has lost ground since the trial is not true. Messrs. Ford & Co.'s connection with it is simply that, besides being stockholders in the company, they have been employed as publishers of the paper. The culmination of their own difficulties made it expedient that they should resign that charge, which they have done, and after the 15th of August the business of the paper will be transacted by their successors.

This change will enable Ford & Co. to devote their entire time and energies to their book trade, which is a large and valuable one, especially in the publication and sale of works by subscription. If they can make with their creditors such reasonable arrangement as their circumstances require, they have no fear but that they will recover the ground temporarily lost.

J. B. FORD & CO.

At the meeting referred to, a statement of the affairs was presented, showing an excess of assets (including works in course of preparation) over liabilities of \$88,495.77, and a committee was appointed, on behalf of the creditors, to examine the books of the house, and to draw up a paper of composition, to be presented the creditors for signature.

The liabilities show a total of \$236,455.69, and the assets, reckoning books preparing for publication at cost, of \$324,951.46, according to this statement; and the firm claim that, if they are allowed a moderate extension, all the creditors will be satisfied, and this important business be successfully continued. It is sincerely to be hoped that this may be the case, for the crippling of so enterprising a firm would be a general misfortune.

STATIONERY NOTES.

MESSRS. B. & P. LAWRENCE, of No. 49 Maiden Lane, New-York, will sell at auction on Tuesday, August 3d, at the Clinton Hall Sale Rooms, by Messrs. Leavitt, one hundred thousand dollars' worth of stationery; the sale to begin at nine o'clock A.M. The entire invoice was imported by Messrs. Lawrence for their own trade, and consists entirely of the finest grades of goods. For the terms of the sale we refer to the advertisement on another page.

MR. ALBERT B. YOHN, of Yohn & Porter, Indianapolis, has shown us his admirable trade-list, compiled from the catalogues of all the manufacturers and dealers in the United States. This list has been the work of several years, and it has been made thoroughly complete in all particulars. As a work of reference, it is unequalled, and reflects infinite credit upon the untiring energy and industry of the compiler. If stationers in general would compile such lists for themselves, they would have a better command of their trade, and much letter-writing would be saved. The catalogues are cut and arranged in a large-size ledger and several scrap-books (for specialties), and any article wanted may be referred to without loss of time. All the manufacturers of the same article are together, so that any difference in quality, style, or prices may be readily noted. The compilation is unique, and of great value to its possessor.

A NEW toy has been put upon the market by the Orange Judd Co., known as Crandall's Managerie. This new toy is after the style of the famous acrobats, and consists of six animals, which are susceptible of numerous transformations. The price is \$2 per box.

MESSRS. MERRILL, HUBBARD & CO., of Indianapolis, have just issued a new slate cover. The cover is like the back and sides of a book, between which the slate is placed and secured with a few small staples. The cover protects the slate thoroughly, and presents a neat appearance.

THE compositors and bookbinders employed in D. Appleton & Co.'s establishment, in the Eastern District of Brooklyn, went on their annual excursion last Saturday to Oriental Grove. The employees of the press-room had their annual picnic at Dudley's Grove.

THE annual picnic of the employees of Messrs. Anderson & Cameron took place on the 28th of June, at Silver Lake, Staten Island. The occasion was greatly enjoyed by all present.

Stationery at the Book Fair.

AMONG the stationers who were not mentioned in our last article, on account of their late appearance, were Lewis Pattberg & Bros., who exhibited a fine line of fancy picture-frames, fire-metal work, etc. etc.; Koch, Sons & Co., blank-books, portfolios, albums, etc.; Morris Rubens & Co., pocket-books; Kaufmann & Jonas, pictures, ornaments, and fancy papers; F. H. Dunkinson & Co., foreign writing papers and fine envelopes, also Royal Irish Linen papers; Charles S. Plummer, from Newark, New-Jersey, formerly with the Cornwell Manufacturing

Company, a fine line of stationers' goods, such as bill-holders, clips, newspaper files, arm-rests, etc. Mr. Willy Wallach made a specialty of marqueterie backgammon boards, inlaid black-walnut and maple, also cut-glass inkstands and paper-weights. Aikin, Lambert & Co., a full line of gold pens; Ed. Todd & Co. also displayed gold pens. Messrs. E. I. Horsman, New-York, and Milton Bradley & Co., of Springfield, and Selchow & Co., all had full lines of games. The Morgan Envelope Company, fancy papers and envelopes. John Gladding & Son, of Philadelphia, a great variety of diaries. The Worthy Paper Company, of Mitteneague, had a fine assortment of papers. John D. Emack exhibited all his specialties, and Messrs. P. F. Van Everen made a fine display of book-covers and library numbers. The Claremont Manufacturing Company showed a full line of pocket-books, etc.

The stationers generally are satisfied with the result of the Fair. Most of the trade took part in it, and such houses as did not, regret their failure to do so. It is thought that next year stationery will be as fully represented as the book interest.

The display of fancy goods at the Fair was an important element of the exhibition. The fancy glass inkstands and paper-weights displayed by Charles D. Pratt and Willy Wallach were greatly admired, and met with a ready sale.

A first-class article always meets with a ready sale. This is particularly the case with "Ye Centennial Paper." Mr. Bainbridge states that during the Fair over two dozen orders were taken for it, amounting to nearly \$10,000. "Ye Centennial paper" is as well adapted for printing as for writing.

A full line of American pocket-books shown at the Fair by Henry Levys & Co. attracted considerable attention. Competent judges expressed the opinion that they were equal in every respect to the best imported goods. This is a new line of industry, and it promises to become important and profitable.

Copying pencils promise to become very popular. Rehbach's, imported by Willy Wallach, were the first upon the market, but the Fair has been the means of introducing several of American manufacture, which are said to be equal to the foreign. Large quantities of both the American and foreign pencils were sold.

Some of the handsomest goods at the Fair were the photograph albums. The sale of these goods was once confined to the book trade, but now they are considered a portion of every stationer's stock. Some of the larger styles sold well.

A "Fair" Epic.

BY C. S. PLUMMER.

THERE are wine-cellars, and damp cellars, and sellers of men,
There are sellers of stationery that's sold once again.
The trade of the great sale of Leavitt & Co. Is a sale quite immense, as all of you know.
The bustle of business on the second back floor
Has increased as the buyers in dozens up-pour.

The sellers, like flies round any thing sweet,
Drag along their poor victims by the soles of their feet;
And when trade is dull, and they find none to bother,
They immediately turn round and commence selling each other.
We see eight or ten pirates grab hold of friend Ayres,
And he leaves his large number of dead on the stairs.
But what's that hubbub? who loudly cries *Fire?*
Why, it's a false alarm now; it's only friend Geyer—
The packer and shipper, and editor as well,
Who for the trade paper all news tries to tell.
The genial Charles, of the Bainbridge family,
Yells "Centennial, Centennial!" in a very high key.
J. L. St. John at the next table brings Importations of instruments, paper, and things;
Then Dunkinson & Co., represented by Fred, Crushing paper in hand, till his face is quite red.
The long table next, of Louis Prang & Co., Has a large line of pictures, called the oily chromo.
The next thing in turn is a "big thing on Sneider,"
Who sells the best hand-stamps, and drinks nothing but cider.
Pocket-books, ladies' belts, card-cases, all fine, From Cahm & Zinn—the most beautiful line.
Then Taber, of New-Bedford, comes next in the line,
With every thing artistic, and handsome to shine.
But who is that gent with the long auburn hair?
Why, Cameron, with Anderson, the friend of the fair.
There, too, are Levys & Son, represented by Zender,
A member of the church—never goes on a bender.
Albums, 'scopes, pictures, by Anthony's large firm,
Are sold at such prices as to make every one squirm.
And next, on the sly, selling goods like the "debbel,"
The agents from the large house of John Q. Preble.
Chamberlin, Whitmore & Co., we would here try to mention;
To their envelopes and paper, call your particular attention.
Though Shakespeare has written, "Mark me, Hamlet,"
He meant nothing personal of Richard Bennett,
Of the large manufactory of R. Dovell's Son,
Selling ink by the car-load, and wax by the ton.
Little Jim Walker, of Aiken, Lambert & Co.,
Selling pens in New-York, and the great Chicago.
Massasoit, and Springfield, and Morgan are here,
The Plympton, and Whiting, and Worthy appear,
With paper in boxes, and pictures on top,
To tempt the unwary, if brought to a stop.
Sam Raynor & Co., with a superior fine stock,
At prices so low as to give one a shock.

And Lewis Pattberg, in a wild frame of mind—
A trifle too early to sell frames of this kind.
Liebenroth, Von Auw, with the Graham (well)
“bread,”
Whose politeness proverbial, is everywhere
shed.
A nice line of leather goods, but cheap for
“a’ that,”
Displayed by the Abbott, from Charlie D.
Pratt;
And the tall Dinsmore, with Carter’s fine inks,
Stands ready to set up his liquids for drinks;
And near him “Big Bonanza,” Powers by
name,
With Mundy, his right-bower, both of great
fame.
On the ragged edge of some great despair,
Stands Stevens, from Wallach’s, tearing his
hair.
There’s Irish (from Levy’s), *not* of the Green
Isle,
Just out of a band-box, in his usual style;
While Plummer, with clips, and his practical
jokes,
Goes down on the floor for the purchase of
books.
While creeping around, working hard on the
sly,
Are some sharp outsiders—I state this with a
sigh—
Selling goods on the quiet, and paying no rent
here,
Expecting friend Leavitt with a club to appear.
Although some reporters are considered quite
infernal.
This applies *not* to the WEEKLY, a very strong
journal.
All have their books, and lead-pencils as well,
And they write, and they scratch, and they
scratch like—well,
If names have been skipped or forgotten this
time,
The excuse must be evident—their names would
not rhyme.

LITERARY AND TRADE NEWS.

WHAT Sunday-schools need, and where and at what cost these needs can be supplied, is pertinently answered by Messrs. Yohn & Porter, of Indianapolis, in a little pamphlet published by them, giving a “Price-list of Sunday-School Requisites.” The list is very carefully and accurately compiled, and is quite full, both in the number of reference-books suggested for the aid of teachers and superintendents, and in the various maps, charts, etc., which now form so important a part in the successful working of the schools. Messrs. Yohn & Porter issue the list for the benefit of their customers, and keep in stock all the articles included in it.

To supplement their recently issued “Twelve Months in Madagascar,” the Messrs. Carter have published a map of the central provinces of the island, prepared by the Rev. Jos. Mullens. The map is most carefully and admirably drawn on a large scale, so that it gives a very clear idea of the field of missionary labor, thus adding much to the value of the work.

IT is stated that the late Bulwer-Lytton left a large quantity of MSS., which will serve as notes for a biographical memoir which the present lord is editing and preparing for the press. He is also preparing for the press the novel left un-

finished by his father, which will be ready in the autumn. Pausanias is said to figure in the plot, and there is a description of the battle of Platæa.

A NEW volume by George Henry Lewes is just out abroad, “On Actors and Acting.”

MR. WILLIAM H. WHEILDON’S “New History of the Battle of Bunker Hill” has reached a second edition, and he has in preparation “Beacon Hill: the Beacon and the Monument.”

MR. SMILES has nearly ready a work, to be entitled “Thrift,” which will form a companion volume to his popular illustrations of “Character” and “Self-Help.”

THERE is a new novel, “Told in the Twilight,” by Mrs. Henry Wood.

BUSINESS FOR SALE.

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